

# **CITYCABLE PROGRAMMING GUIDELINES**

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## **General Guidelines**

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### **Overall focus of CityCable programming**

CityCable 11 is a Government Access Channel and City website operated by the City of Scottsdale. The primary mission of the CityCable staff is to provide televised coverage of and information about the public decision-making process and about city programs and services.

Programs produced or commissioned by or produced in cooperation with CityCable 11 will have first priority in programming the channel.

### **Programming responsibilities**

The video production manager is responsible for the day-to-day scheduling of programming on the channel and assuring that programming meets technical standards for production quality. The public affairs officer is responsible for determining whether existing or proposed programming is consistent with CityCable priorities and policies.

### **Priorities for subject matter for CityCable programming and productions**

CityCable's top priority is to broadcast City Council meetings and other City-related public meetings of general interest. In times of emergency, the top priority is the dissemination of accurate and timely information vital to public safety and welfare.

Other priorities for programs produced by CityCable are informing viewers about city issues, highlighting opportunities for public involvement, explaining city programs and services, and informing viewers about Scottsdale's economy, history, culture, arts and significant community activities.

The channel may also produce programs on issues, programs and services at other levels of government that are relevant and of interest to Scottsdale viewers, or programs that help explain Scottsdale's role in the economy, history and culture of the region and state.

### **Programming Proposals**

The process for proposing programming for broadcast on Channel 11 shall be: The proposer shall submit an application to the public affairs officer. The public affairs officer will make a determination whether the proposed programming is consistent with CityCable priorities and policies. The applications and the determinations shall be

circulated to the Channel 11 Programming Commission for review. Proposers may appeal denied programming proposals to the Channel 11 Programming Commission.

An application shall include the proposer's name phone number, email address, street address, program title, a conceptual narrative, the prospective audience, program run time, broadcast lifespan and whether the production will be handled by Channel 11 or an outside source.

### **City-produced community-interest shows hosted by or featuring outside parties**

CityCable may produce programming hosted by or featuring persons other than city officials or employees if:

- The program does not promote a business or a specific organization. Regularly scheduled programs, for example, should not incorporate the name of a business or organization in the title. However, if the business or organization's activities may be featured under the "Programming from outside sources" guidelines, these activities may also be featured during a CityCable production.
- The host or featured guest has expertise that cannot be provided by a city official or a member of the city staff. Such expertise may include knowledge about specific aspects of the city's history, personal involvement in historic or cultural events or special technical knowledge.
- The program's purpose is to provide information on the city's history, culture, arts, economy, or to provide neutral, fact-based information on current city issues.

### **Programming from outside sources**

CityCable may air programming produced by third parties -- including brief public service announcements, interviews, documentary-style programming and other programming -- if it meets one of the following criteria and meets standards for technical quality as determined by the video production manager. The criteria are listed in priority order, and CityCable will consider these priorities in determining whether there is sufficient time within the programming schedule.

**1. Special citywide interest.** CityCable may air material provided by outside entities that is of sufficient community, cultural, historic or economic interest across the city to warrant coverage.

**2. Economic or general neighborhood impacts:** CityCable may use third-party produced programming that provides relevant information on major new employers or retailers closing or opening operations within Scottsdale. The main purpose of such

programming must be informing neighbors of potential traffic, noise, construction or other impacts, as well as effects on surrounding businesses. Major employers generally would include those who expect to employ more than 100 people; major retailers are businesses that would be considered “anchor” tenants in a retail center, or that occupy more than 75,000 square feet.

**3. Traffic impacts.** The City may air third-party produced information on large events that may affect traffic, as long as it is clear that the city is broadcasting the information primarily to inform motorists and nearby businesses and residents about potential traffic impacts. In general, these events would be of sufficient size to warrant review by the Special Events Committee.

**4. Formal relationships with the city.** CityCable may air programming provided by a third party – such as a non-profit organization – that provides services to Scottsdale citizens under a contract, a sponsorship agreement or other formal relationship with the city. Events or programs held at city-owned and operated facilities such as Scottsdale Stadium and WestWorld are not considered city-sponsored events unless they meet the above criteria, e.g., are “signature” events which receive Tourism Development funds or other city funding or in-kind services. Generally, priority should be given to those events or programs in which the city has the greatest overall investment.

**5. Government programs.** CityCable may air programs produced by other governments – such as local school districts, Maricopa County, public colleges and universities, agencies of the State of Arizona or the federal government, provided that such programs are devoted to topics of interest or concern to Scottsdale residents.

**6. Formal relationships with another government.** CityCable may air programs produced by non-governmental entities that are under contract, sponsored by or have a formal agreement with other government agencies, such as the state, county or public educational institutions. CityCable will give higher priority to programs that have a direct bearing on services or timely issues affecting Scottsdale residents.

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## **Guidelines for Election Coverage**

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### **Appearances by candidates seeking election or re-election to the City Council**

In the period between the filing of a committee organizational statement to run for Mayor or City Council and the day after the election, CityCable will not produce interview programs, public service announcements or other special programs that feature a Mayor or City Council member who is seeking reelection, or any other candidate in a City election.

During this period, CityCable will continue to air programs that include the Mayor or members of the City Council in the normal course of their duties (e.g., at City Council meetings or city-sponsored public events). This guideline also does not preclude CityCable from broadcasting public meetings or city-sponsored events where candidates for City Council are present and participating in the city function in the normal course of business.

### **Appearances by other elected officials**

CityCable will, as resources allow, air video tapes provided by or featuring local, state or federal elected officials other than the Scottsdale Mayor and City Council, provided that the main purpose of the program is to provide information and perspectives on current issues pertaining to the official's public office. Officials such as U.S. Representatives and Maricopa County Supervisors have provided such programs to report to their constituents on government issues. CityCable will give priority to programs that provide information or perspectives on issues of specific interest to Scottsdale.

However, CityCable will not broadcast such "constituent report" tapes if they feature an elected official who is a candidate for elective office between the filing of official paperwork for candidacy and the day after the election.

### **Guidelines for election forums and ask the candidate programs.**

CityCable will, as resources allow, televise candidate forums for city, county and state elections, as well as forums on city ballot questions.

CityCable will videotape and televise forums based on its workload and schedule. Forums must meet the following conditions:

- The forum must be sponsored by a non-partisan community group or news organization. Organizations that do not endorse candidates or take positions on ballot issues will be given preference in scheduling forums. Organizations cannot sponsor forums once they have made endorsements.
- The community group or news organization must provide an impartial moderator or moderators.
- All candidates must be invited to participate or, in the case of a ballot question, recognized spokespersons for and against the question must be present. For CityCable's purposes, "candidates" includes all those who have filed with the City Clerk's Office to be considered an official write-in candidate.
- CityCable will give preference to forums scheduled in a timely manner and most easily accommodated by the CityCable production schedule.
- Forums shall be held in the City Hall Kiva and have audience participation.
- CityCable reserves the right to determine whether to broadcast forums live or to videotape the events for later rebroadcast.

Qualified groups wishing to sponsor a forum may call the communications and public affairs officer at 480-312-2336 or the video production manager at 480-312-7984.

#### Ask-the-candidates programs

Twelve weeks prior to a city election CityCable shall solicit and accept, from Scottsdale residents, questions to be asked of all candidates seeking election to a city council office. Beginning eight weeks prior to the election, CityCable will begin broadcasting a minimum of two questions per week. The Channel 11 Commission shall determine which submitted questions are to be used and prioritize the order of their use. Preference shall be given to questions that have immediacy to issues facing the community or items before the City Council. Taping of the program shall be done on an individual candidate basis and be taped in the CityCable studios. All candidates shall be asked the same question and offered an equal amount of time to answer. The order of the candidates for taping and broadcast shall be determined initially by lot and then rotated accordingly.

Revised: 08/03/10